

It's summertime, which means baseball, apple pie and IBM. At least that was the thinking of Maureen Bright, NA Demand Programs, who needed a brochure for a highly visible information-sharing event. Offer complimentary major league baseball game tickets to prospective clients, including CIOs, IT management and VPs, and you may just get their attention. Then, introduce the pregame topic of LotusLive™ and you might have a highly charged sales meeting about Web-based collaboration and social networking capabilities.

Maureen needed an engaging flyer for this executive-level audience using a baseball motif. She even visualized the color scheme and gave the ITSO Global Content Services team free reign to create and write the copy and imagery.

Writer Holly Anagnos provided entertaining copy, using figurative language with clever baseball references. Designer Christopher Olson created art that gave the right visual feeling that incorporated Maureen's ideas, heightened the reader's interest and reinforced the message. With help from the ITSO Global Content Services team, Maureen had an impressive [brochure](#) that she was excited to show executive prospects. The ITSO GCS team hit it out of the park!

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